HIGHWAYS ACT 1980 SECTION 115E
APPLICATION FOR A PERMIT TO PLACE ADVERTISING SIGNS ON THE HIGHWAY

NAME OF COMPANY: .................................................................................................................................
ADDRESS OF COMPANY: ............................................................................................................................... 
...................................................................................................................................................................
TELEPHONE NO.: ............................................ FAX NO.: .................................................................

LOCATION/ADDRESS OF PROPERTY WHERE ADVERTISING SIGN WILL BE PLACED (see notes below):
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...................................................................................................................................................................

IF RENEWAL PLEASE STATE REFERENCE NUMBER: ............................................................................

Please indicate the proposed days and times for displaying the Advertising Board

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<th>DAY</th>
<th>MON</th>
<th>TUE</th>
<th>WEDS</th>
<th>THURS</th>
<th>FRI</th>
<th>SAT</th>
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<td>Finish Time</td>
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LOCATION DETAILS OF OVERNIGHT STORAGE: ..............................................................................................

INSURANCE DETAILS: ........................................................................................................................................
(Minimum public liability cover must be to the sum of £5,000,000 and a copy of your certificate must be submitted with this application)

NOTES: The City of Gloucester will consider permitting advertising signs for a period of 12 months providing the site where the sign is positioned does not become a danger or nuisance. The Pedestrian Scheme for the City of Gloucester seeks to ensure a clear walkway in front of the shops is maintained for the safety and convenience of shoppers and in particular blind and partially sighted people.

Consideration will be given to your application provided the sign meets the following criteria:

a. The A-Board should be attractive. i.e. is well designed and made and has professional quality sign writing.
b. The advertising sign should be no wider than 700mm and no higher than 1000mm above ground level. No rotating or swinging signs will be permitted on a public highway.
c. The A-Board needs to be carefully sited so that it does not become a nuisance for disabled people.
d. An unobstructed footway width of 1.8 metres is desirable, but where this is not practicable a minimum width of 1.5metres must be maintained.
e. Signs must not be located within 1.8 metres of any other permanent or temporary sign, pillar, post, item of street furniture or the edge of the carriageway, or within 2 metres of any tactile paving.
f. The Advertisement must relate only to the normal business of the trading establishment.

Only ONE sign will be considered for each business. The Council will remove any unauthorised signs and the costs incurred to carry out this matter will be recharged to the business concerned.

Upon approval of the application a licence will be issued and a permit supplied which shall be kept at the premises and be available at any time for an authorised officer from the Local Authority to inspect.
A sketch, brochure or photograph must be enclosed with the application form showing the proposed design and layout of the advertising sign. It is recommended you seek approval of any new A-Board or change to an existing A-Board prior to manufacture because the application could be refused.

The licence when issued will be valid for a period of 12 months.

**FAILURE TO HOLD A PERMIT OR TO COMPLY WITH THESE REGULATIONS WILL RESULT IN THE SIGN BEING REMOVED**

**DECLARATION:**

I understand that the information I have given in this form and in any supporting information in respect of my application will be taken into account by the Council when determining the application. I declare that all such information is true and complete to the best of my knowledge and belief and acknowledge that if I have made a false statement or omitted any relevant fact, any licence determined and issued in connection with it may be modified, suspended or revoked.

I understand and consent that the information given on this form may be issued to other enforcing agencies and consulting bodies to determine this application. I also consent to the Council retaining my application and details and I understand that the Council is obliged to pass on information to other statutory bodies if so requested.

I have received a copy of the Council’s policy for licensing Advertising Boards on the Highway. I have read and understood them and I undertake to comply with them if a licence is granted.

Applicant’s Signature: ................................................................. Date: ....................

**Final Application Checklist**

I confirm I have enclosed the following: (Please tick)

1. Application form completed and signed by applicant

2. The application fee of £50
   - You can pay by personal visit at the payment machine at Herbert Warehouse, Council Offices, The Docks (copy of receipt must accompany this application)
   - OR: By Post: Cheques should be made payable to “Gloucester City Council” and sent to Environmental Health, Herbert Warehouse, The Docks, Gloucester GL1 2EQ

3. A Location plan at 1:50 or larger which clearly defines the premises and shows the precise location of the advertisement board ‘outlined in red’ in relation to the premises and kerb line (drawings must also show the position of any dropped kerbs, pedestrian crossings, parked bays, market pitches, cellar hatches, points of access and fire escapes within 3 metres)

4. A photograph or brochure detailing the type of Advertising Board to be placed on the highway including details of the proposed advertising

5. A copy of Public Liability Insurance demonstrating a minimum of £5 Million in respect of any one incident

Please note that incomplete applications will be returned.

It may take up to 6 weeks to process an application. Following receipt of a completed application the Licence Team will post a Public Notice at the premises and serve copies to the adjoining neighbours as part of the consultation process, other consulting bodies will also be notified and given 28 days to make representations.